

**Remarks/Arguments:**

In the Office Action, the Examiner has rejected the subject-matter of claims 10 to 12 and 14 as being unpatentable over Dickey (US-4813799) in view of Herring *et al* (US-6065883).

In response to this objection, claim 10 is being amended so as more clearly to distinguish the claimed invention over the disclosures of the cited documents.

The claimed invention now defines the steps of downloading advertising slogan data from the memory card into the memory of the postage meter, and printing an imprint of the advertising slogan from the advertising slogan data in the memory of the postage meter on the memory card.

Such a method is neither disclosed nor suggested by the cited documents.

Dickey discloses nothing more than a document printing aid (10) which enables printing on small documents (22), specifically envelopes, postcards, invitations, name labels, mailing labels, index cards, removable file cards, business cards and checks (column 2, lines 55 to 60), by a computer printer.

Herring *et al* discloses nothing more than a postage meter which includes a printer which comprises a print head (26) and first and second feeding means (12, 14) which are spaced in the feeding direction and provide for the feeding of mail pieces (20) past the print head (26).

Neither Dickey nor Herring *et al* discloses or suggests the printing of memory cards, and certainly make no disclosure or suggestion as to the downloading of an advertising slogan from a memory card to a memory of a postage meter and the printing of that advertising slogan onto that memory card from the memory of the postage meter.

The Examiner has indicated that "...the use of memory for storing data that prints an image in a printer is conventional.". It is acknowledged that print data is now conventionally stored in

memory, but the invention as now claimed is not directed merely to the printing of print data from a memory, but the downloading of print data, that is, an advertising slogan, from a memory card to a memory of a postage meter and the printing of that advertising slogan onto that memory card from the memory of the postage meter.

The printer disclosed in Herring *et al* is not configured to download print data from the object to be printed. Indeed, such is inconceivable as the object is a paper document, specifically a mail item. Similarly, Dickey is directed only to the printing of paper documents.

To allege that a person skilled in the art would have been motivated to consider such modification of Dickey or Herring *et al* would manifestly require an impermissible hindsight analysis of the prior art.

Accordingly, it is submitted that the invention as now claimed is clearly distinguished over the disclosures of Dickey and Herring *et al* when taken in combination.

In the Office Action, the Examiner has rejected the subject-matter of claim 13 as being unpatentable over Dickey in view of Herring *et al* and Kuronuma (JP-63-139745).

It is submitted that claim 13 is dependent upon an allowable independent claim (claim 10), and, as such, is itself allowable.

Formal drawings (2 sheets) are enclosed to replace the drawings on file.

Respectfully submitted,



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